We can bring to your showrooms 500,000 new car prospects who will buy 200,000 new cars in 1980

- All new car buyers
- 70% switching makes when they buy
- All living near one of your dealers
- None recently in the market

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DETROIT, MICH.

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APRIL
1980

pocket summary

of registrations

new cars

new trucks

COMPILED BY

R. L. POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	APRIL		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	13994	14529	96.32	1.79	1.52
(Concord)	6313	8632	73.13	.81	.90
(Eagle)	2424	–	–	.31	–
Chrysler	13626	19565	69.64	1.74	2.05
(Le Baron)	6913	7702	89.76	.88	.81
Dodge	28366	42352	66.98	3.62	4.43
(Diplomat)	3371	3539	95.25	.43	.37
(Colt)	4900	6293	77.86	.63	.66
(Challenger)	1099	1493	73.61	.14	.16
(Omni)	9179	13044	70.37	1.17	1.36
(Aspen)	5390	10370	51.98	.69	1.08
Plymouth	26503	38561	68.73	3.38	4.03
(Arrow/Champ)	5603	5348	104.77	.71	.56
(Sapporo)	877	1252	70.05	.11	.13
(Horizon)	11014	15620	70.51	1.41	1.63
(Volare)	7485	15196	49.26	.96	1.59
(Gran Fury)	1524	365	417.53	.19	.04
Chrysler Corp.	68495	100478	68.17	8.74	10.51
Ford	109316	147680	74.02	13.95	15.45
(Fiesta)	6326	6985	90.57	.81	.73
(Pinto)	12943	20249	63.92	1.65	2.12
(Fairmont)	30720	31241	98.33	3.93	3.27
(Granada)	6140	13497	45.49	.78	1.41
(Ltd II)	345	2687	12.84	.04	.28
(Mustang)	23741	29830	79.59	3.03	3.12
(T Bird)	13545	17069	79.35	1.73	1.79
Lincoln	6425	11968	53.68	.82	1.25
(Mark)	3071	4514	68.03	.39	.47
(Versailles)	568	1211	46.90	.07	.13
Mercury	30592	47783	64.02	3.90	5.00
(Zephyr)	8537	9362	91.19	1.08	.98
(Monarch)	2222	5599	39.69	.28	.59
(XR7/Cougar)	5305	10892	48.71	.68	1.13
(Capri)	6474	9326	69.42	.83	.98
(Bobcat)	2870	4483	64.02	.37	.47
Linc/Merc. Div.	37017	59751	61.95	4.72	6.25
Ford Motor Co.	146333	207431	70.55	18.67	21.70
Buick	58624	58853	99.61	7.48	6.16
(Skylark)	14661	5409	271.05	1.87	.57
(Century)	27835	27094	102.73	3.55	2.83
(Riviera)	3262	5125	63.65	.42	.54
Cadillac	17060	28327	60.23	2.18	2.96
(Eldorado)	4145	6129	67.63	.54	.64
(Seville)	3172	3960	80.10	.40	.41
Chevrolet	153921	186768	82.41	19.63	19.54
(Chevette)	35925	34295	104.75	4.58	3.59
(Monza)	12486	14558	85.77	1.59	1.52
(Camaro)	10763	20133	53.46	1.37	2.11
(Citation)	33727	16256	207.47	4.30	1.70
(Malibu)	23808	31747	74.99	3.04	3.32
(Corvette)	3157	3637	86.80	.40	.38
(Monte Carlo)	13631	23894	57.05	1.74	2.50
Oldsmobile	70670	81975	86.21	9.02	8.58
(Omega)	7587	2206	343.93	.97	.23
(Cutlass)	40954	43470	94.21	5.23	4.55
(Toronado)	2993	4594	65.15	.38	.48
Pontiac	52387	69111	75.80	6.68	7.23
(Sunbird)	11357	8851	128.31	1.45	.93
(Phoenix)	8239	4150	198.53	1.05	.43
(Lemans)	6587	10690	61.62	.84	1.12
(Firebird)	8265	15158	54.53	1.05	1.58
Gen. Mtrs. Corp.	352662	425034	82.97	44.99	44.47
Misc. Domestic	358	372	96.24	.05	.04
Other Import	201899	207963	97.08	25.76	21.76
U.S. Total	783741	955807	82.00		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	55482	43151	128.58	1.83	1.27	156753
(Concord)	23304	25472	91.49	.77	.75	83124
(Eagle)	11354	–	–	.37	–	11155
Chrysler	51061	78216	65.28	1.69	2.31	243643
(Le Baron)	23115	31857	72.56	.77	.94	100054
Dodge	112869	152764	73.89	3.72	4.51	441600
(Diplomat)	10911	15330	71.17	.36	.45	45815
(Colt)	22989	17425	131.93	.76	.51	60406
(Challenger)	4433	5413	81.90	.15	.16	14192
(Omni)	33456	50203	76.60	1.26	1.49	121525
(Aspen)	21451	35800	59.92	.71	1.06	117253
Plymouth	106594	136738	77.95	3.52	4.04	381071
(Arrow/Champ)	23818	14293	166.64	.79	.42	46080
(Sapporo)	3266	4067	80.30	.11	.12	12239
(Horizon)	47012	60623	77.55	1.55	1.79	143360
(Volare)	28901	52209	55.36	.95	1.54	165664
(Gran Fury)	3597	2284	157.49	.12	.07	3778
Chrysler Corp.	270524	367698	73.57	8.93	10.86	1066314
Ford	408958	543612	75.23	13.50	16.06	1549579
(Fiesta)	25527	22854	111.70	.84	.68	76855
(Pinto)	50567	67962	74.40	1.67	2.01	183276
(Fairmont)	110181	108479	101.57	3.63	3.19	332621
(Granada)	25439	51326	49.56	.84	1.52	141116
(Ltd II)	1892	15475	12.23	.06	.46	28387
(Mustang)	83163	97803	85.04	2.75	2.89	294904
(T Bird)	60507	69046	87.63	2.00	2.04	210018
Lincoln	27677	50901	54.37	.91	1.50	128097
(Mark)	14196	19647	72.26	.47	.58	54497
(Versailles)	2190	5129	42.70	.07	.15	13511
Mercury	121384	177841	68.25	4.01	5.26	497120
(Zephyr)	31964	33486	95.45	1.06	.99	95248
(Monarch)	9841	20176	48.78	.32	.60	54470
(XR7/Cougar)	26020	44473	58.51	.86	1.32	122618
(Capri)	23089	30176	76.51	.76	.89	88484
(Bobcat)	11124	15979	69.62	.37	.47	43032
Linc/Merc. Div.	149061	228742	65.17	4.92	6.76	625217
Ford Motor Co.	558019	772354	72.25	18.42	22.82	2174796
Buick	226072	216604	104.37	7.46	6.40	686315
(Skylark)	54745	17895	305.92	1.81	.53	104172
(Century)	102632	97808	104.93	3.38	2.89	301459
(Riviera)	13550	18320	73.96	.45	.54	49525
Cadillac	77261	110170	70.13	2.55	3.25	307652
(Eldorado)	16653	21669	76.85	.55	.63	60935
(Seville)	13966	16225	86.08	.46	.48	44120
Chevrolet	615985	669913	91.95	20.34	19.80	2104213
(Chevette)	138205	110785	124.75	4.57	3.27	363216
(Monza)	46794	51697	90.52	1.54	1.53	139045
(Camaro)	41787	77404	53.98	1.38	2.29	203647
(Citation)	126788	50309	252.02	4.19	1.49	290931
(Malibu)	86136	114158	75.45	2.84	3.37	336841
(Corvette)	11760	13187	89.18	.39	.39	40076
(Monte Carlo)	55209	86545	63.79	1.82	2.56	264967
Oldsmobile	263835	298389	88.42	8.71	8.81	931170
(Omega)	26374	8319	317.03	.87	.25	46336
(Cutlass)	147343	156728	94.01	4.87	4.62	510305
(Toronado)	12550	16768	74.84	.41	.50	45348
Pontiac	207024	255778	80.94	6.83	7.56	773816
(Sunbird)	39947	29954	133.36	1.31	.88	86735
(Phoenix)	30684	13995	219.25	1.01	.41	74357
(Lemans)	27779	39184	70.89	.92	1.16	115185
(Firebird)	31451	57113	55.07	1.04	1.70	149955
Gen. Mtrs. Corp.	1390177	1550854	89.64	45.89	45.82	4803166
Misc. Domestic	1142	1331	85.80	.04	.04	4650
Other Import	754070	649714	116.06	24.89	19.19	2129232
U.S. Total	3029414	3385102	89.49			10334911

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	20807	9.43	78367	124786	62.80	8.89	10.53
Plymouth	2784	1.26	10660	6680	159.58	1.21	.56
Ford	73948	33.54	280508	387514	72.39	31.82	32.71
Chevrolet	64323	29.16	269208	384492	70.02	30.55	32.45
GMC	15463	7.01	56644	91146	73.12	7.56	7.69
IH	4170	1.89	20596	36536	57.47	2.38	3.08
Jeep Truck	6474	2.93	24894	50802	58.84	3.39	4.29
Mack	2169	.98	7718	9794	78.80	.88	.83
Kenworth	1147	.52	4431	4809	92.14	.50	.41
Peterbilt	782	.35	2811	3227	87.11	.32	.27
Freightliner	1264	.57	4297	4285	100.28	.49	.36
White	740	.34	2892	4564	63.37	.33	.39
Misc	26524	12.02	102501	76136	135.15	11.58	6.43
U.S. Total	220595		881327	1184771	74.39		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS — YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6.10	GVW 3 10.14	GVW 4 14.16	GVW 5 16.19.5	GVW 6 19.5.26	GVW 7 26.33	GVW 8 33 & OVER
Dodge	30953	45683	1592	134	–	–	–	–
(Dodge 1)	20881	29273	647	–	–	–	–	–
(Plymouth *)	7314	3346	–	–	–	–	–	–
Ford	86302	170743	246	–	–	6599	11460	5158
(Ford 2)	37039	54861	–	–	–	–	–	–
Chevrolet	127706	129367	697	–	620	4457	5162	1189
(Chevrolet 3)	61292	38951	–	–	–	–	–	–
GMC	16974	34821	4	–	191	3354	5580	5720
(GMC 4)	3443	9990	–	–	–	–	–	–
IH	–	5562	–	–	–	4232	5067	6135
Jeep Truck	18122	11772	–	–	–	–	–	–
(Jeep 5)	18122	8784	–	–	–	–	–	–
Mack	–	–	–	–	–	67	–	7651
Kenworth	–	–	–	–	–	–	–	4431
Peterbilt	–	–	–	–	–	–	–	2811
Freightliner	–	–	–	–	–	–	–	4297
White	–	–	–	–	–	–	–	2892
Misc	10031	3	10	4	12	1122	775	664
Total	387682	401297	2549	143	833	19831	28044	40948
1979 Total	412784	635110	17912	4257	854	45237	14969	53648
1980 VS 79	93.92	63.19	14.23	3.36	97.54	43.84	187.35	76.33

UNITED STATES SUMMARY

(Memo Total) — To be included in GVW 1, 2 & 3

1. Includes Vans, Ramcharger & D50
2. Includes Courier, Ranchero, Bronco and Vans
3. Includes El Camino, Blazer, L.U.V. and Vans
4. Includes Vans, Jimmy & Caballero
5. Includes CJ's, Cherokee and Wagoneer

* Plymouth Includes Trail Duster & Arrow

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	196176	23.52	1	129687	18.17	1
DATSUN	176009	21.10	2	124164	17.40	2
HONDA	112305	13.46	3	111660	15.64	3
VOLKSWAGEN	79017	9.47	4	102264	14.33	4
MAZDA	49156	5.89	5	39170	5.49	5
SUBARU	37080	4.45	6	30429	4.26	6
FIESTA*	25527	3.06	7	22854	3.20	7
ARROW/CHAMP*	23818	2.86	8	14293	2.00	13
COLT/HATCHBACK*	22989	2.76	9	17425	2.44	9
MERCEDES BENZ	17099	2.05	10	16318	2.29	11
TOTAL IMPORT CARS	834103			713766		
FIAT	15673	1.88	12	17833	2.50	8
VOLVO	16509	1.98	11	16691	2.34	10

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	46959	25.70	1	33048	21.73	2
DATSUN	36327	19.88	2	31547	20.74	3
CHEVROLET L.U.V.*	32038	17.54	3	35237	23.17	1
FORD COURIER*	27357	14.97	4	28172	18.52	4
DODGE D50*	14078	7.71	5	8858	5.82	5
PLYMOUTH ARROW*	6897	3.78	6	4348	2.86	6
TOTAL IMPORT TRUCK	182692			152092		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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APRIL 1980 ISSUED 06/80

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R. L. POLK & CO.

DETROIT, MICH.

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MAY
1980

pocket summary

of registrations

new cars

new trucks

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	MAY		% '80 VS '79	% MKT	
	1980	1979		1980	1979
A.M.C.	13040	15174	85.94	1.78	1.54
(Concord)	6313	9310	67.81	.86	.95
(Eagle)	1871	-	-	.26	-
Chrysler	10667	19491	54.73	1.45	1.98
(Le Baron)	5123	8751	58.54	.69	.89
Dodge	24517	43739	56.05	3.35	4.43
(Diplomat)	2605	3979	65.47	.36	.40
(Colt)	4329	7929	54.60	.59	.80
(Challenger)	1091	1430	76.29	.15	.14
(Omni)	7474	11284	66.24	1.02	1.14
(Aspen)	5181	11905	43.52	.71	1.22
Plymouth	23737	39162	60.61	3.24	3.97
(Arrow/Champ)	4981	6008	82.91	.68	.61
(Sapporo)	850	1411	60.24	.12	.14
(Horizon)	8783	13198	66.55	1.19	1.34
(Volare)	7605	17384	43.75	1.04	1.76
(Gran Fury)	1518	321	472.90	.21	.03
Chrysler Corp.	58921	102392	57.54	8.04	10.38
Ford	93476	145840	64.09	12.75	14.78
(Fiesta)	5414	7391	73.25	.74	.75
(Pinto)	12673	19072	66.45	1.73	1.93
(Fairmont)	25083	30044	81.85	3.41	3.11
(Granada)	6282	13992	44.90	.86	1.42
(Ltd II)	351	2994	11.72	.05	.30
(Mustang)	21542	29969	71.88	2.94	3.04
(T'Bird)	9245	15204	60.81	1.26	1.54
Lincoln	5830	10851	53.73	.80	1.10
(Mark)	2883	4195	68.72	.40	.43
(Versailles)	428	1093	39.16	.06	.11
Mercury	26192	45783	57.21	3.57	4.64
(Zephyr)	7136	9046	78.89	.98	.92
(Monarch)	2344	5520	42.46	.32	.56
(XR7/Cougar)	3959	10150	39.00	.54	1.02
(Capri)	5742	9239	62.15	.78	.94
(Bobcat)	2597	4096	63.40	.35	.42
Linc/Merc. Div.	32022	56634	56.54	4.37	5.74
Ford Motor Co.	125498	202474	61.98	17.12	20.52
Buick	57321	63126	90.80	7.82	6.40
(Skylark)	14500	9500	152.63	1.98	.96
(Century)	27968	28506	98.11	3.82	2.90
(Riviera)	3088	5071	60.90	.42	.51
Cadillac	15966	26570	60.09	2.18	2.69
(Eldorado)	3840	6225	61.69	.52	.63
(Seville)	2769	3368	82.21	.38	.34
Chevrolet	144872	199554	72.60	19.74	20.23
(Chevette)	29913	37749	79.24	4.08	3.83
(Monza)	12000	13935	86.11	1.64	1.41
(Camaro)	10895	20067	54.30	1.49	2.03
(Citation)	34679	29978	115.68	4.70	3.04
(Malibu)	22772	30960	73.55	3.11	3.14
(Corvette)	3286	3526	93.19	.45	.36
(Monte Carlo)	12792	23074	55.44	1.74	2.34
Oldsmobile	68573	89152	76.92	9.35	9.04
(Omega)	7625	4494	169.67	1.04	.46
(Cutlass)	40491	47898	84.54	5.52	4.86
(Toronado)	2746	5049	54.39	.37	.51
Pontiac	50854	74408	68.34	6.94	7.54
(Sunbird)	10605	8958	118.40	1.44	.91
(Phoenix)	8346	8149	102.42	1.14	.83
(Lemans)	6712	11506	58.33	.92	1.17
(Firebird)	8215	15124	54.32	1.12	1.52
Gen. Mtrs. Corp.	337586	452810	74.55	46.03	45.90
Misc. Domestic	189	553	34.18	.03	.06
Other Import	197995	213120	92.90	27.00	21.60
U.S. Total	733229	986523	74.32		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND.		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	68607	58325	117.63	1.82	1.33	150926
(Concord)	29672	34782	85.31	.79	.79	83231
(Eagle)	13238	-	-	.35	-	11164
Chrysler	61814	97707	63.26	1.64	2.24	243842
(Le Baron)	28288	40608	69.66	.75	.93	100181
Dodge	137582	196483	70.02	3.65	4.49	442260
(Diplomat)	13532	19309	70.08	.36	.44	45852
(Colt)	27371	25354	107.96	.73	.58	60656
(Challenger)	5534	6843	80.87	.15	.16	14217
(Omni)	45990	61487	74.80	1.21	1.40	121640
(Aspen)	26681	47705	55.93	.71	1.09	117395
Plymouth	130776	175900	74.35	3.46	4.02	381844
(Arrow/Champ)	28996	20301	142.83	.77	.46	46352
(Sapporo)	4157	5478	75.89	.11	.13	12267
(Horizon)	55879	73821	75.70	1.47	1.69	143477
(Volare)	36628	69593	52.63	.97	1.59	166020
(Gran Fury)	5116	2605	196.39	.14	.06	3778
Chrysler Corp.	330172	470090	70.24	8.75	10.75	1067946
Ford	503694	689452	73.06	13.34	15.77	1552097
(Fiesta)	30980	30245	102.43	.82	.69	76919
(Pinto)	63389	87034	72.83	1.68	1.99	183546
(Fairmont)	135596	139123	97.46	3.60	3.19	333456
(Granada)	31828	65318	48.73	.84	1.49	141375
(Ltd II)	2248	18469	12.17	.06	.42	28400
(Mustang)	105056	127772	82.22	2.78	2.92	295511
(T'Bird)	69919	84250	82.99	1.85	1.93	210249
Lincoln	33752	61752	54.66	.89	1.41	128262
(Mark)	17283	23842	72.49	.45	.55	54597
(Versailles)	2044	6222	42.49	.07	.14	13539
Mercury	148026	223624	66.19	3.93	5.12	498326
(Zephyr)	39261	42532	92.31	1.05	.97	95787
(Monarch)	12228	25696	47.59	.32	.59	54558
(XR7/Cougar)	30082	54623	55.07	.80	1.26	122808
(Capri)	28922	39415	73.38	.77	.90	88734
(Bobcat)	13744	20075	68.46	.36	.46	43097
Linc/Merc. Div.	181778	285376	63.70	4.82	6.53	626588
Ford Motor Co.	685472	974828	70.32	18.16	22.30	2178685
Buick	284034	279730	101.54	7.52	6.40	687182
(Skylark)	69515	27395	253.75	1.84	.63	104458
(Century)	130871	126314	103.61	3.47	2.88	301885
(Riviera)	10080	23391	71.31	.44	.54	49587
Cadillac	93371	136740	68.28	2.47	3.13	307897
(Eldorado)	20544	27894	73.65	.55	.64	61000
(Seville)	16784	19593	85.66	.44	.45	44216
Chevrolet	761951	869467	87.63	20.18	19.90	2106404
(Chevette)	168370	148534	113.35	4.46	3.41	303044
(Monza)	58813	65632	89.61	1.56	1.50	139073
(Camaro)	52799	97471	54.17	1.40	2.23	203904
(Citation)	161766	80287	201.48	4.28	1.84	291615
(Malibu)	109068	145118	75.16	2.89	3.32	337164
(Corvette)	15137	16713	90.57	.40	.38	40164
(Monte Carlo)	68080	109619	62.11	1.80	2.51	265110
Oldsmobile	332715	387541	85.85	8.81	8.86	931836
(Omega)	34036	12813	265.64	.90	.29	40495
(Cutlass)	188074	204626	91.91	4.98	4.68	510757
(Toronado)	15298	21817	70.12	.41	.50	45356
Pontiac	258361	330186	78.25	6.84	7.55	774525
(Sunbird)	50620	38912	130.09	1.34	.89	86849
(Phoenix)	39244	22144	177.22	1.04	.51	74560
(Lemans)	34535	50690	68.13	.91	1.16	115301
(Firebird)	39736	72237	55.01	1.05	1.65	150048
Gen. Mtrs. Corp.	1730432	2003604	86.36	45.82	45.84	4807844
Misc. Domestic	1331	1884	70.65	.04	.04	4052
Other Import	959160	862834	111.16	25.41	19.74	2140642
U.S. Total	3775174	4371625	86.36			10356695

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	20837	10.07	99381	155968	63.72	9.10	10.41
Plymouth	2362	1.14	13065	8581	152.25	1.20	.57
Ford	66069	31.93	347279	486314	71.41	31.80	32.47
Chevrolet	60380	29.19	330142	484829	68.09	30.25	32.37
G.M.C.	15423	7.46	82197	114710	71.66	7.53	7.66
I.H.	3956	1.91	25071	46793	53.58	2.30	3.12
Jeep Truck	6203	3.00	36255	62560	57.95	3.32	4.18
Mack	1964	.95	9584	12758	75.91	.89	.85
Kenworth	1173	.57	5622	6267	89.71	.52	.42
Peterbilt	647	.31	3462	4120	84.03	.32	.28
Freightliner	943	.46	5240	5710	91.77	.48	.38
White	595	.29	3491	5709	61.15	.32	.38
Misc.	26310	12.72	130640	103496	126.23	11.97	6.91
U.S. Total	206868		1091529	1497815	72.87		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	39480	57749	2004	142	-	-	-	-
(Dodge 1)	26465	37286	890	-	-	-	-	-
Plymouth *	8998	4067	-	-	-	-	-	-
Ford	107039	210607	297	-	-	8363	14349	6624
(Ford 2)	45646	69659	-	-	-	-	-	-
Chevrolet	157979	157430	706	-	756	5578	6224	1469
(Chevrolet 3)	74772	46902	-	-	-	-	-	-
G.M.C.	21387	42209	4	-	285	4254	6749	7309
(G.M.C. 4)	4271	11938	-	-	-	-	-	-
I.H.	-	6700	-	-	-	5203	5972	7196
Jeep Truck	22335	13920	-	-	-	-	-	-
(Jeep 5)	22335	10349	-	-	-	-	-	-
Mack	-	-	-	-	-	98	-	9586
Kenworth	-	-	-	-	-	-	-	5622
Peterbilt	-	-	-	-	-	-	-	3462
Freightliner	-	-	-	-	-	-	-	5240
White	-	-	-	-	-	-	-	3491
Misc.	127374	4	11	6	13	1312	997	923
Total	484598	492686	3022	148	1054	24808	34291	50922
1979 Total	530138	791647	22983	4323	1135	58155	19139	70295
1980 VS '79	91.41	62.24	13.15	3.42	92.86	42.66	179.17	72.44

UNITED STATES SUMMARY

(Memo Total) -- To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	247714	23.45	1	178427	18.76	1
DATSUN	223949	21.20	2	168419	17.71	2
HONDA	144082	13.64	3	145951	15.35	3
VOLKSWAGEN	103091	9.76	4	130339	13.70	4
MAZDA	62742	5.94	5	53996	5.68	5
SUBARU	48627	4.60	6	40087	4.22	6
FIESTA*	30980	2.93	7	30245	3.18	7
ARROW/CHAMP*	28996	2.75	8	20301	2.13	12
COLT/HATCHBACK*	27371	2.59	9	25354	2.67	8
MERCEDES BENZ	20972	1.99	10	20975	2.21	11
TOTAL IMPORT CARS	1056198			951055		
FIAT	18955	1.79	12	23750	2.50	9
VOLVO	20631	1.95	11	21259	2.24	10

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	58835	25.79	1	45377	22.65	1
DATSUN	46251	20.27	2	43167	21.55	3
CHEVROLET L.U.V.*	38857	17.03	3	44739	22.33	2
FORD COURIER*	33471	14.67	4	34859	17.40	4
DODGE D50*	17499	7.67	5	12238	6.11	5
PLYMOUTH ARROW*	8501	3.73	6	5878	2.93	6
TOTAL IMPORT TRUCK	228158			200342		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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MAY 1980 ISSUED 07/80

R. 1/80

Supplementing
Polk's Statistics:

POLK OFFERS SELECTIVITY TO TRUCK ADVERTISERS

Virtually the same selectivity available to passenger car advertisers is offered the truck advertiser using Polk Automotive Owner Lists for direct mail advertising.

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JUNE
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	JUNE		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	11131	13398	83.08	1.65	1.53
(Concord)	5402	7786	69.38	.80	.89
(Eagle)	1614	–	–	.24	–
Chrysler	8673	17574	49.35	1.28	2.00
(Le Baron)	3797	8189	46.37	.56	.93
Dodge	21266	40767	52.16	3.15	4.65
(Diplomat)	2024	3945	51.31	.30	.45
(Colt)	3421	7439	45.99	.51	.85
(Challenger)	974	1280	76.09	.14	.15
(Omni)	6624	10649	62.20	.98	1.21
(Aspen)	4875	10693	45.59	.72	1.22
Plymouth	20837	34876	59.75	3.08	3.97
(Arrow/Champ)	4273	5333	80.12	.63	.61
(Sapporo)	812	1332	60.96	.12	.15
(Horizon)	7870	12337	63.79	1.16	1.41
(Volare)	6474	14916	43.40	.96	1.69
(Gran Fury)	1408	222	634.23	.21	.03
Chrysler Corp.	50776	93217	54.47	7.51	10.62
Ford	93837	128646	72.94	13.89	14.65
(Fiesta)	4990	7704	64.77	.74	.88
(Pinto)	16179	16185	99.96	2.39	1.84
(Fairmont)	24482	27968	87.54	3.64	3.19
(Granada)	6302	12150	51.87	.93	1.38
(Ltd II)	295	1728	17.07	.04	.20
(Mustang)	20159	26513	76.03	2.98	3.02
(T'Bird)	8423	12826	65.67	1.25	1.46
Lincoln	5317	7808	68.10	.79	.89
(Mark)	2515	2982	84.34	.38	.34
(Versailles)	479	878	54.56	.07	.10
Mercury	23439	39929	58.70	3.46	4.55
(Zephyr)	6041	8370	72.17	.88	.95
(Monarch)	2198	4911	44.76	.33	.56
(XR7/Cougar)	3546	8855	40.05	.52	1.02
(Capri)	5398	8093	66.70	.80	.92
(Bobcat)	2232	3793	58.85	.33	.43
Linc/Merc. Div.	28756	47737	60.24	4.25	5.44
Ford Motor Co.	122593	176383	69.50	18.14	20.09
Buick	52157	56211	92.79	7.72	6.40
(Skylark)	13360	9775	136.68	1.98	1.11
(Century)	25000	25750	97.09	3.70	2.94
(Riviera)	2885	4433	65.08	.43	.50
Cadillac	14987	20398	73.47	2.22	2.32
(Eldorado)	3606	4792	75.25	.54	.54
(Seville)	2252	2524	89.22	.33	.29
Chevrolet	130308	183183	71.14	19.27	20.85
(Chevette)	26094	36554	71.38	3.86	4.16
(Monza)	11785	11533	102.19	1.74	1.31
(Camaro)	9876	18188	54.30	1.46	2.07
(Citation)	29549	29952	98.65	4.36	3.41
(Malibu)	20610	28511	72.29	3.05	3.25
(Corvette)	2980	3114	95.70	.44	.35
(Monte Carlo)	11669	20284	57.53	1.73	2.31
Oldsmobile	61811	80562	76.72	9.14	9.18
(Omega)	6770	4756	142.35	1.00	.54
(Cutlass)	35484	44429	79.87	5.25	5.07
(Toronado)	2643	4029	65.60	.39	.46
Pontiac	46742	65303	71.58	6.91	7.44
(Sunbird)	9711	7770	124.98	1.44	.88
(Phoenix)	8063	7716	104.50	1.19	.88
(Lemans)	5677	10214	55.58	.84	1.16
(Firebird)	7659	13564	56.47	1.13	1.55
Gen. Mtrs. Corp.	306005	405657	75.43	45.26	46.19
Misc. Domestic	516	457	112.91	.08	.05
Other Import	184943	188938	97.89	27.36	21.52
U.S. Total	675964	878050	76.98		

UNITED STATES SUMMARY

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JUNE 1980 ISSUED 08/80

R. 1-80

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	79738	71723	111.17	1.79	1.37	156926
(Concord)	35074	42568	82.40	.79	.81	83231
(Eagle)	14852	–	–	.33	–	11164
Chrysler	70487	115281	61.14	1.58	2.20	243842
(Le Baron)	32085	48797	65.75	.72	.93	100181
Dodge	158848	237250	66.95	3.57	4.51	442260
(Diplomat)	15556	23254	66.90	.35	.44	45852
(Colt)	30792	32793	93.90	.69	.62	60656
(Challenger)	6508	8123	80.12	.15	.15	14217
(Omni)	52614	72136	72.94	1.18	1.38	121640
(Aspen)	31556	58398	54.04	.71	1.11	117395
Plymouth	151613	210776	71.93	3.41	4.02	381844
(Arrow/Champ)	33269	25634	129.78	.75	.49	46352
(Sapporo)	4969	6810	72.97	.11	.13	12267
(Horizon)	63749	86158	73.99	1.43	1.65	143477
(Volare)	43102	84509	51.00	.97	1.61	166020
(Gran Fury)	6524	2827	230.77	.15	.05	3778
Chrysler Corp.	380948	563307	67.63	8.56	10.73	1067946
Ford	597531	818098	73.04	13.42	15.58	1552097
(Fiesta)	35970	37949	94.79	.81	.72	76919
(Pinto)	79568	103219	77.09	1.79	1.97	183546
(Fairmont)	160078	167091	95.80	3.58	3.18	333456
(Granada)	38130	77468	49.22	.86	1.48	141375
(Ltd II)	2543	20197	12.59	.06	.38	28400
(Mustang)	125215	154285	81.16	2.81	2.94	295511
(T'Bird)	78342	97076	80.70	1.76	1.85	210249
Lincoln	39069	69560	56.17	.88	1.33	128262
(Mark)	19798	26824	73.81	.45	.51	54597
(Versailles)	3123	7100	43.99	.07	.14	13539
Mercury	171465	263553	65.06	3.85	5.02	498326
(Zephyr)	45302	50902	89.00	1.02	.97	95787
(Monarch)	14426	30607	47.13	.32	.58	54558
(XR7/Cougar)	33628	63478	52.98	.76	1.22	122808
(Capri)	34320	47508	72.24	.77	.90	88734
(Bobcat)	15976	23868	66.93	.36	.45	43097
Lnc/Merc. Div.	210534	333113	63.20	4.73	6.35	626588
Ford Motor Co.	808065	1151211	70.19	18.15	21.93	2178685
Buick	336191	335941	100.07	7.55	6.40	687182
(Skylark)	82875	37170	222.96	1.86	.71	104458
(Century)	155871	152064	102.50	3.50	2.90	301885
(Riviera)	19565	27824	70.32	.44	.53	49587
Cadillac	108358	157138	68.96	2.43	2.99	307897
(Eldorado)	24150	32686	73.88	.54	.62	61000
(Seville)	19036	22117	86.07	.43	.42	44216
Chevrolet	892259	1052650	84.76	20.07	20.06	2106404
(Chevette)	194464	185088	105.07	4.39	3.54	363644
(Monza)	70598	77165	91.49	1.59	1.47	139073
(Camaro)	62675	115659	54.19	1.41	2.20	203904
(Citation)	191315	110239	173.55	4.30	2.10	291615
(Malibu)	129678	173629	74.69	2.91	3.31	337164
(Corvette)	18117	19827	91.38	.41	.38	40164
(Monte Carlo)	79749	129903	61.39	1.79	2.47	265110
Oldsmobile	394526	468103	84.28	8.86	8.92	931836
(Omega)	40806	17569	232.26	.92	.33	46495
(Cutlass)	223558	249055	89.76	5.02	4.75	510757
(Toronado)	17941	25846	69.41	.40	.49	45354
Pontiac	305103	395489	77.15	6.85	7.53	774525
(Sunbird)	60331	46682	129.24	1.36	.89	86849
(Phoenix)	47307	29860	158.43	1.06	.57	74560
(Lemans)	40212	60904	66.03	.90	1.16	115301
(Firebird)	47395	85801	55.24	1.06	1.63	150048
Gen. Mtrs. Corp.	2036437	2409321	84.52	45.76	45.90	4807844
Misc. Domestic	1847	2341	78.90	.04	.04	4652
Other Import	1144103	1051772	108.78	25.70	20.03	2140642
U.S. Total	4451138	5249675	84.79			10356695

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND.	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	20384	9.68	119765	184165	65.03	9.20	10.38
Plymouth	2190	1.04	15255	10175	149.93	1.17	.57
Ford	68320	32.42	415599	572434	72.60	31.92	32.25
Chevrolet	64894	30.80	395036	570616	69.23	30.34	32.15
G.M.C.	15456	7.34	97653	135792	71.91	7.50	7.65
I.H.	4673	2.22	29744	56361	52.77	2.28	3.18
Jeep Truck	6253	2.97	42508	73424	57.89	3.26	4.14
Mack	1765	.84	11449	15247	75.09	.88	.86
Kenworth	821	.39	6443	7386	87.23	.49	.42
Peterbilt	485	.23	3947	4765	82.83	.30	.27
Freightliner	764	.36	6004	6612	90.80	.46	.37
White	540	.26	4031	6655	60.57	.31	.37
Misc.	24128	11.45	154768	131077	118.07	11.89	7.39
U.S. Total	210673		1302202	1774709	73.38		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	47495	69513	2613	144	–	–	–	–
(Dodge 1)	31948	44777	1307	–	–	–	–	–
Plymouth *	10363	4892	–	–	–	–	–	–
Ford	126902	252913	366	–	–	10088	17498	7832
(Ford 2)	53234	84713	–	–	–	–	–	–
Chevrolet	189662	188562	716	–	850	6424	7141	1681
(Chevrolet 3)	86346	55283	–	–	–	–	–	–
G.M.C.	26380	50088	4	–	336	4798	7589	8458
(G.M.C. 4)	5007	14023	–	–	–	–	–	–
I.H.	–	8112	–	–	–	5897	7049	8686
Jeep Truck	26495	16013	–	–	–	–	–	–
(Jeep 5)	26495	11915	–	–	–	–	–	–
Mack	–	–	–	–	–	140	–	11309
Kenworth	–	–	–	–	–	–	–	6443
Peterbilt	–	–	–	–	–	–	–	3947
Freightliner	–	–	–	–	–	–	–	6004
White	–	–	–	–	–	–	–	4031
Misc.	150887	8	11	6	13	1542	1173	1128
Total	578184	590101	3710	150	1199	28889	40450	59519
1979 Total	636248	930036	27258	4330	1366	68792	23048	83631
1980 VS '79	90.87	63.45	13.61	3.46	87.77	41.99	175.50	71.17

UNITED STATES SUMMARY

(Memo Total) -- To be included in GVW 1, 2 & 3

1. Includes Vans, Ramcharger & D50
2. Includes Courier, Ranchero, Bronco and Vans
3. Includes El Camino, Blazer, L.U.V. and Vans
4. Includes Vans, Jimmy & Caballero
5. Includes CJ's, Cherokee and Wagoneer

* Plymouth Includes Trail Duster & Arrow

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	293524	23.38	1	221989	19.09	1
DATSUN	266349	21.21	2	206777	17.78	2
HONDA	173680	13.83	3	173021	14.88	3
VOLKSWAGEN	124610	9.92	4	156397	13.45	4
MAZDA	75388	6.00	5	67761	5.83	5
SUBARU	59507	4.74	6	49310	4.24	6
FIESTA*	35970	2.86	7	37949	3.26	7
ARROW/CHAMP*	33259	2.65	8	25634	2.20	11
COLT/HATCHBACK*	30792	2.45	9	32793	2.82	8
MERCEDES BENZ	24766	1.97	10	24954	2.15	12
TOTAL IMPORT CARS	125561			1163081		
FIAT	21187	1.69	12	30024	2.58	9
VOLVO	24421	1.94	11	25653	2.21	10

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	69125	25.82	1	58535	23.95	1
DATSUN	54892	20.50	2	54477	22.29	2
CHEVROLET L.U.V.*	44408	16.59	3	51551	21.09	3
FORD COURIER*	38880	14.52	4	40296	16.49	4
DODGE D50*	20829	7.78	5	15265	6.25	5
PLYMOUTH ARROW*	9801	3.66	6	7244	2.96	6
TOTAL IMPORT TRUCK	267717			244406		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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